

Do you want to see who's
visiting your website?

**5 tips to improve results from
existing traffic**

Tim Langley

November 2014

CANDDi started with a B2B email marketing problem...



Generate List

Send mail-shot

Drive to targeted
landing page

Produce target list
for sales-teams



Traditional
conversion
metrics

Sales-teams want to know “who’s best prospect over time”



Month 1

Month 2

Month 3

Generate List

Generate List

Generate List

Send mail-shot

Send mail-shot

Send mail-shot

Drive to targeted landing page

Horizontal activity reporting

Drive to targeted landing page

Produce target list for sales-teams

Produce target list for sales-teams

Produce target list for sales-teams



Problem: Websites convert ~2.8% of visitors



The great crime of the Analytics Industry



Google Analytics Premium

“Google Analytics Premium helps us reinvent our marketing strategy every day. Search, display, social — we really see how they all fit together.”

Nicole Remington, Digital Marketing Manager TechSmith

[Learn more](#)

Big data shouldn't just be more data



You can sell to Jake



CANDDi adds faces to your website visitors



Duncan Colman 38
Spikedigitalmarketing




1 visits
3 activities
4 mins
13/11/2014 06:10




Last referrer: email
Last activity: CANDDi » Tracker Code

(No name yet) 63
(No company yet)




2 visits
9 activities
12.2 mins
12/11/2014 15:05

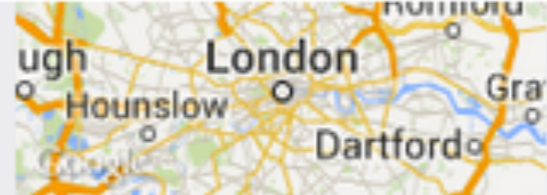


Last referrer: Direct
Last activity: Form submission

Alex Smith 49
Kelgray




1 visits
5 activities
4.4 mins
12/11/2014 12:05

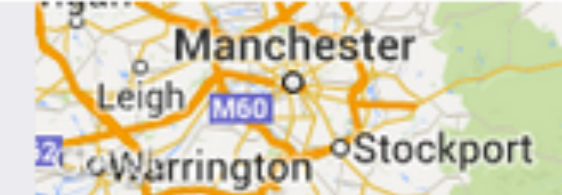


Last referrer: PPC
Last activity: Form submission

Mohammed Faiyaz 4
(No company yet)



1 visits
4 activities
59 secs
11/11/2014 15:09



Last referrer: PPC
Last activity: Show Question: Manchester Coffee

Gordon Wilkison 49
Foremost-security




1 visits
5 activities
2.9 mins
10/11/2014 15:04

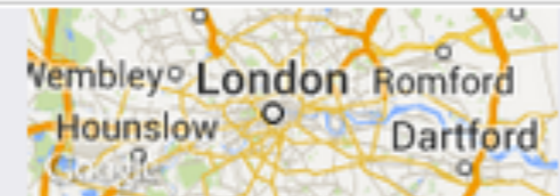


Last referrer: PPC

Junaid Syed 49
(No company yet)




1 visits
5 activities
77 secs
10/11/2014 13:33




Last referrer: PPC

Alex Jakes 80
Thewaterfront




8 visits
16 activities
43.7 mins
10/11/2014 12:09




Last referrer: email

Sar Dalzell 8
Bytel Ltd



5 visits
17 activities
20.1 mins
10/11/2014 11:31




Last referrer: Direct

Visitors are individuals, understanding their behaviour builds stronger relationships



Frederic Abrard
CANDDI

0% Lead Score



Frederic Abrard


PERSONAL

Name: Frederic Abrard
Gender: Male

CONTACT INFO

Company: CANDDI
Email: fred@canddi.com
Phone: 44 7511 551 433
Address: M1 2HY

Online presence



IP AND LOCATION



Legend: Address IP Lookup

SUMMARY

Total Visits
20 visits

Total Duration
13.8 mins

Last Visit
14/02/2013

VIEWED CARS

3 of 7



CANDDI Motors - £4895 Visit
2006/06 - 307 1.6 S 5DR

Date Viewed 05/02/2013 11:16

Dealer Name CANDDI Motors

Make CANDDI

Model 2006/06 - 307 1.6 S 5DR

ENQUIRIES



Visit
CANDDI Motors - VAUXHALL £3695
CORSA 1.2 16V DESIGN 3DR

Date Enquired 04/02/2013 21:05

Who is he?



Where is he located?



How engaged is he?



What product did he look at?

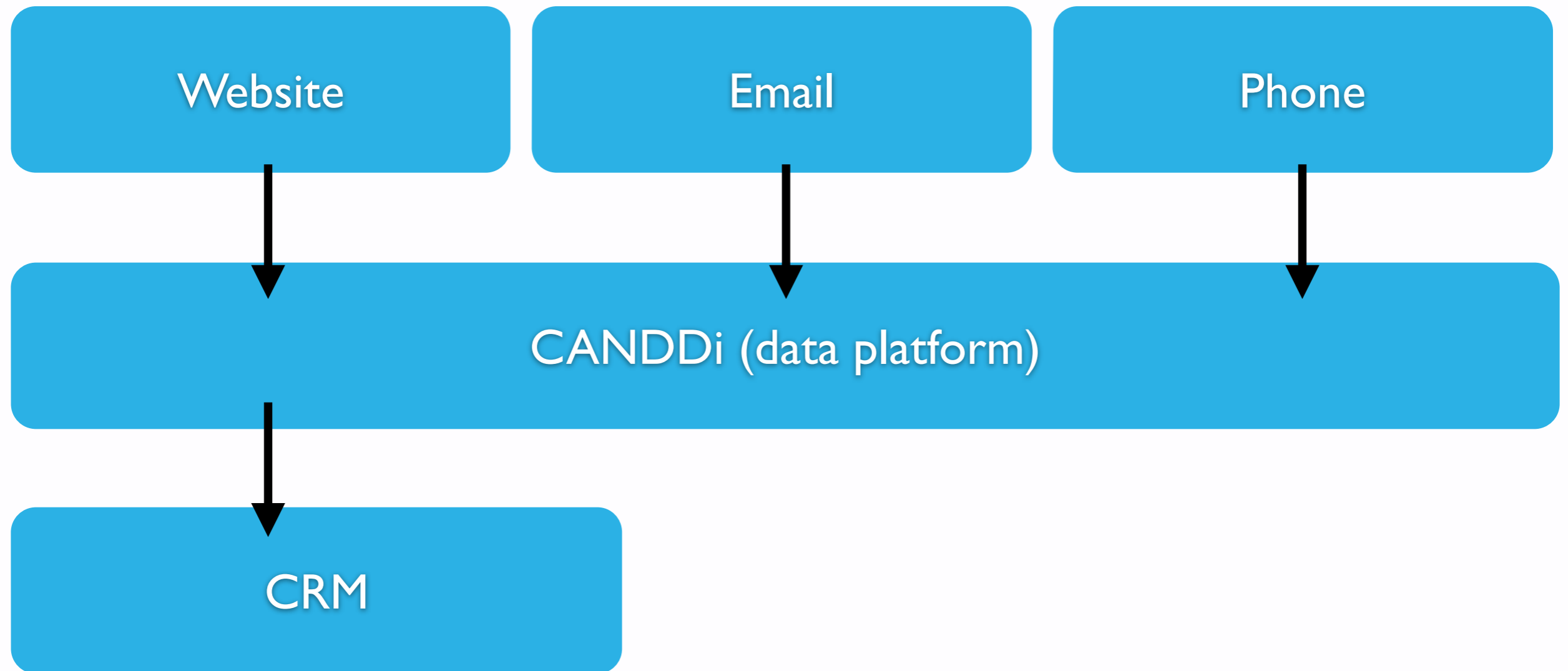
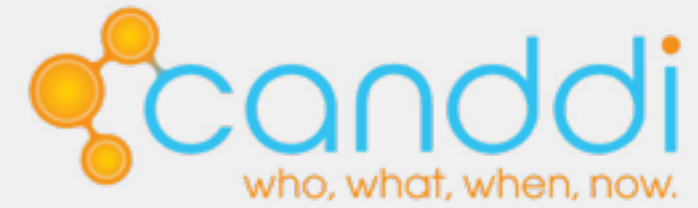


Which product did he enquire about?



Five tips to improve results from existing traffic

#1. It's all about the data!



It's critical to capture (and tie together)
as much data as possible

#2. Filter the data

Streams <

Create Stream

Made inbound phone c... (427)

Enquired not Convert... (833)

Smart Insights (59)

Assigned to Tim Lang... (64)

Company: Market Make... (43)

Identified, Not Enq,... (1,931)

Last Visitors (62,055)

Enquired (1,026)


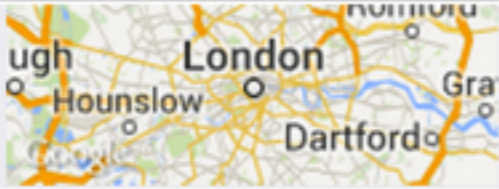

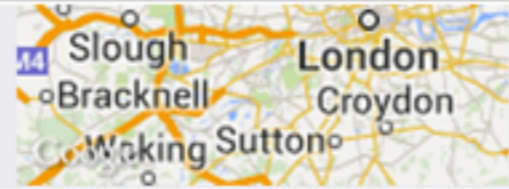

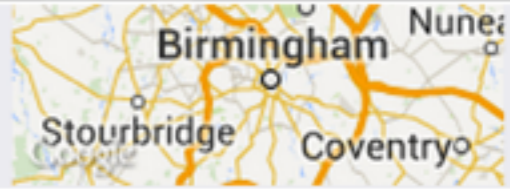

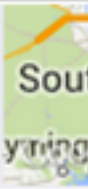




Prospects (1,159)

Company Identified (15,108)

Identified Visitors (6,330)

Filter By

Enquired not Converted (833) ✎

<p>Luca Massaro 49</p> <p>Weplay</p>  <p>1 visits 5 activities 2.8 mins</p> <p>31/10/2014 10:04</p>  <p>Last referrer Direct</p> <p>Last activity CANDDi » Who, not just how many</p>	<p>Fred Fttech 60</p>  <p>2 visits 8 activities 5.8 mins</p> <p>30/10/2014 15:34</p>  <p>Last referrer Email</p> <p>Last activity CANDDi » Demo Enquiry Thank You</p>	<p>David Hunt 53</p> <p>Interimco</p>  <p>1 visits 6 activities 2.8 mins</p> <p>30/10/2014 11:31</p>  <p>Last referrer PPC</p> <p>Last activity CANDDi » Demo Enquiry Thank You</p>	<p>(No name)</p> <p>(No company)</p>  <p>1 visits 6 activities 2.8 mins</p> <p>30/10/2014 11:31</p>  <p>Last referrer PPC</p> <p>Last activity CANDDi » Demo Enquiry Thank You</p>
<p>Tim Pike 82</p> <p>Silverbean</p>  <p>2 visits 17 activities 16.3 mins</p>	<p>Justine Bell 38</p> <p>Derwentside District Council</p>  <p>1 visits 3 activities 30 secs</p>	<p>David Clarkson 49</p> <p>Compugraphics Ltd</p>  <p>1 visits 6 activities 2.1 mins</p>	<p>Rob Jones 49</p> <p>Qbase</p>  <p>1 visits 6 activities 2.1 mins</p>

Too much data, is nearly as bad, as no data at all

#3. Integrate in to existing processes



Individual notification

Wed May 15 2013

New prospect enquired on CANDDI HQ

[VIEW FULL PROFILE >>](#)



Personal

Name
Boris T...
[Social media icons: LinkedIn, Facebook, Twitter, YouTube]

Contact Info

Company
Orange Media
Email
boris@orange.com
Phone
07 777 777 777
Address
(unknown)

Summary

Total visits	Total duration
4	9 mins
First visit	Last visit
14/05/2013	15/05/2013
Total activity	
11	

Top Tag

Tags	Score
enquired	1

Last Location



Last Referrers

	Date	Title
?	15/05/2013 17:21	Direct
Q	15/05/2013 16:39	Search
?	15/05/2013 20:20	Direct

Last Session Activity

Type	Date	Title	Duration
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#4. Enrich the data - focus on key visitors

geandco.tv

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Call: 0845 0945 876 Email: info@georgeandco.tv

SERVICES PORTFOLIO TESTIMONIALS CONTACT US

ional Service

me, on budget

ve Thinking

agement, persuasion

ntability

results driven, maximum ROI



LATEST PROJECT: DECATHLON: CATCH THE BUS [Mo](#)

Hi! Please tell us a little bit about you [\(why?\)](#)

Your Name

Your Email

Can't find what you're looking for?

We'll contact you asap

Send

CAPTURE converts 2-3x more visitors than typical contact form

#5. Set realistic expectations



Everything works
(but there's no silver-bullet)

CANDDi is a relationship
marketing tool

CANDDi provides you
timely information to
nurture client base

Thank you

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